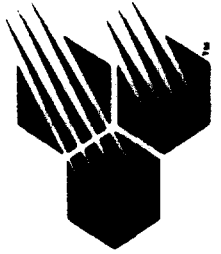
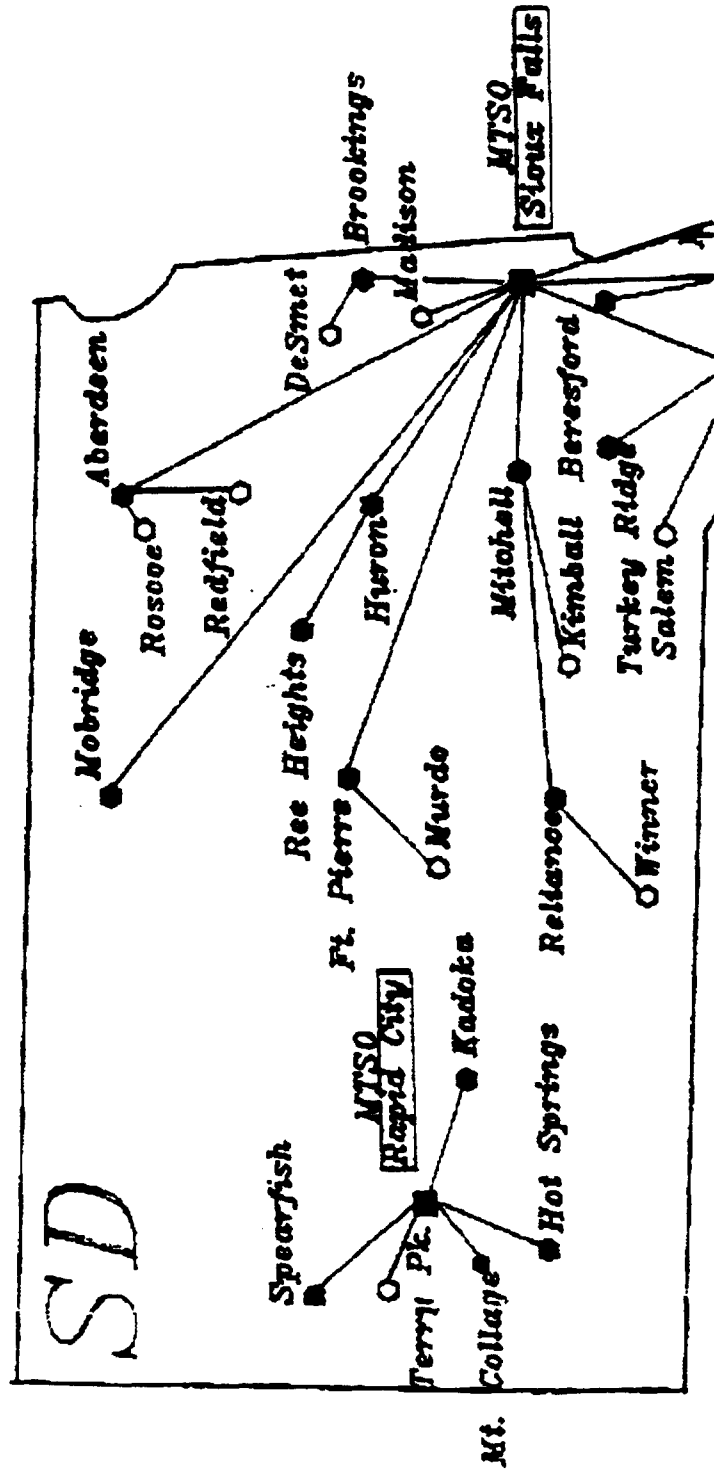


# CTIA



## **WIRELESS BUYING POWER**

- WIRELESS COMPANIES CAN  
CONCENTRATE CONSUMER POWER IN  
BUYING COOPERATIVES



# CTIA

<b>Company Name</b>	<b>Nationwide Long Distance Offerings</b>
<b>AirTouch Cellular</b>	<b>Free Nationwide Long Distance for New Subscribers</b>
<b>Atlantic Cellular</b>	<b>\$15 a Month Nationwide Calling</b>
<b>Horizon Cellular</b>	<b>\$9.99 a Month Nationwide Calling</b>
<b>Vanguard Cellular</b>	<b>\$9.95 a Month Nationwide Calling</b>



# CTIA

<b>Company Name</b>	<b>Toll Free Wide Calling Areas</b>
<b>Atlantic Cellular</b>	<b>New Hampshire, New York, Vermont</b>
<b>CommNet Cellular</b>	<b>Colorado, Idaho, Iowa, Montana, North Dakota, South Dakota, Utah and Wyoming</b>
<b>GTE MobileNet</b>	<b>California, Florida, Indiana, Tennessee, Texas</b>
<b>Horizon Cellular</b>	<b>Kentucky, West Virginia</b>
<b>Rural Cellular Corporation</b>	<b>Minnesota, South Dakota</b>
<b>Vanguard Cellular</b>	<b>Maine, Massachusetts, New Hampshire, West Virginia</b>
<b>Wireless One Network</b>	<b>Florida, Ohio, Pennsylvania, West Virginia</b>



# CTIA

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"Wow! How can they do that?"

# Unlimited long distance calls for \$9.99 a month.

For an additional \$9.99 a month, you can make  
unlimited long distance phone calls from your home area  
to anywhere in the country. Call us today.

**ADVANTAGE <sup>plus</sup>** Exclusively from Cellular One.

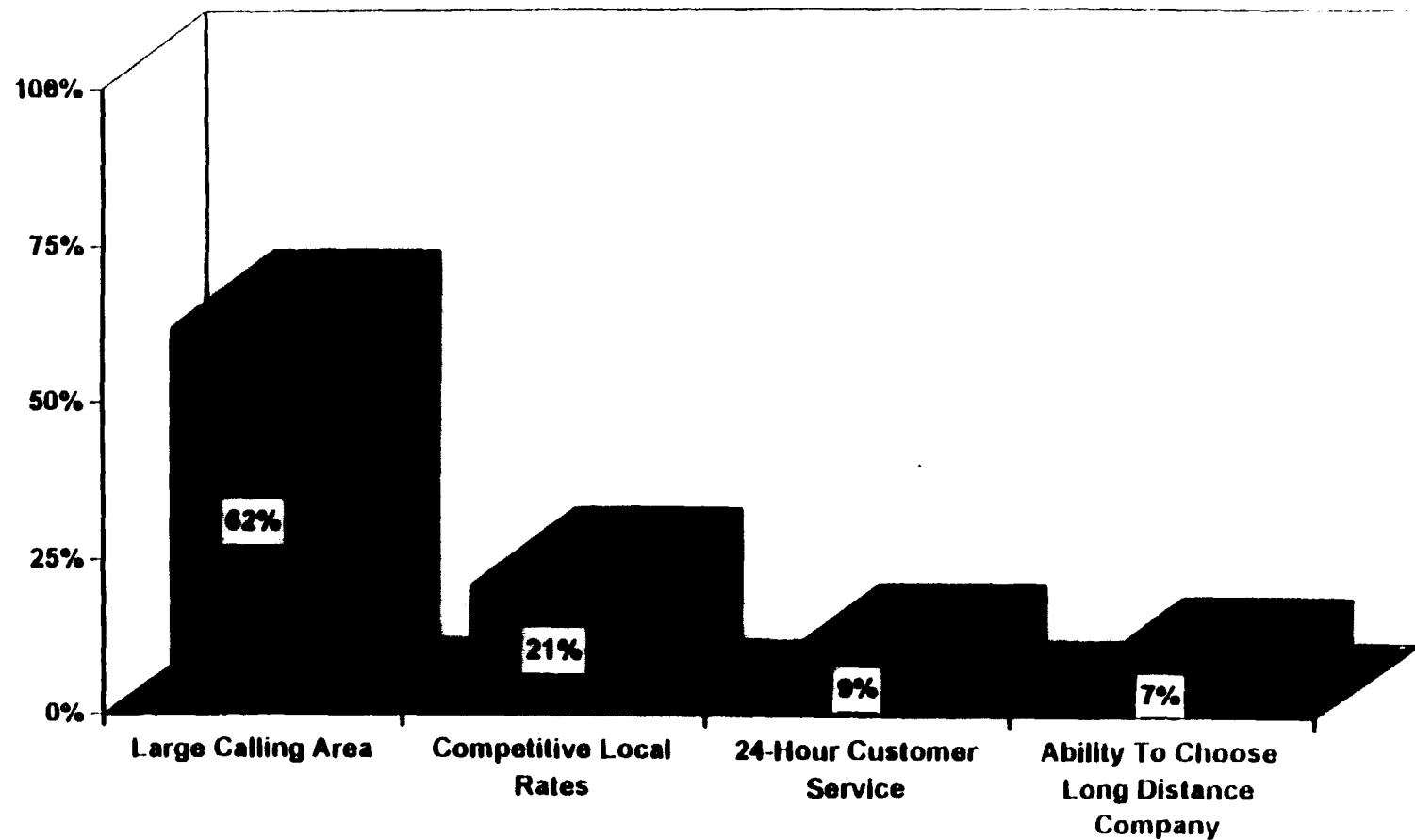
## CELLULAR **ONE**

1010 Fender Court, Amesbury, MA 01921 • 238-5555 • Toll-free 1-800-695-1999



# CTIA

## ATTRIBUTE RATED MOST IMPORTANT



SBC SURVEY - 1/95



# CTIA

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## **MARKET SURVEY REVEALS CUSTOMERS' PRIMARY CONCERNS:**

- **LOWEST POSSIBLE MONTHLY CHARGES**
- **WIDE AREA COVERAGE**
- **ONE BILL**
- **QUALITY CONNECTIONS**

(Source: AirTouch Communications, 9/94)



# CTIA

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## **BRUTAL EXPERIENCE**

- RBOC (WITH “EQUAL” ACCESS)  
vs. NON-RBOC CELLULAR COMPANY
- HOW ARIZONA CONSUMERS LOST OUT

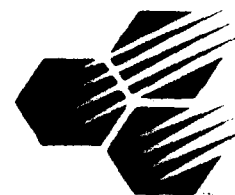




# CTIA

## IF YOU WERE AN IXC...

- ASK GOVERNMENT TO STOP COMPETITION
- REDUCE COMPETITOR TO A CONDUIT



# CTIA

## **NORTH AMERICAN NUMBERING PLAN**

- Two out of three new numbers are assigned to wireless services.
- Administration must be fair and service neutral.
- Administration must be done by independent, non-governmental entity.
- FCC action is needed immediately.



# CTIA

## Cellular One now offers a new, expanded home calling area.

At Cellular One, we know how difficult it is to hang on to your hard-earned money. So we've come up with a way to help you save big time.

It's our new, expanded home calling area. And it includes Austin, Victoria, Corpus Christi, Laredo, and Fredericksburg—all the cities you'd most likely be in if you were calling from outside San Antonio. In fact, Cellular One now let you call just about anywhere in South Texas at

your home anytime rate without incurring extra costs like roaming charges.

And as always, you won't pay any interconnect fees.

What's more, until June 30, 1995 you'll get an extra benefit: no long distance charges for calls placed between Austin, San Antonio and Corpus Christi.\* Now with Cellular One, things are bigger. And better. So stop by today, or call us at 861-7070. And start holding on to more of your money.

### CELLULARONE®

IMAGINE NO LIMITS™

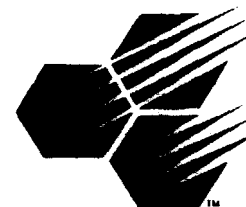
Conveniently located at 2727 NW Loop 410 at Vance Jackson • 861-7070

Holiday hours: Mon.-Fri. 8 am to 7 pm, Sat. 10 am to 7 pm, and Sun. 12 pm to 5 pm. Closed Dec. 25-26, and Dec. 31-Jan. 2

\*No long distance charges for calls originating in the home calling area of Austin, San Antonio, Victoria, Corpus Christi, Laredo, and Fredericksburg, Texas, and terminating in the home calling area of Austin, San Antonio, Victoria, Corpus Christi, Laredo, and Fredericksburg, Texas, and terminating in the home calling area of Austin, San Antonio, Victoria, Corpus Christi, Laredo, and Fredericksburg, Texas. All long distance charges apply to calls originating in the home calling area of Austin, San Antonio, Victoria, Corpus Christi, Laredo, and Fredericksburg, Texas, and terminating in the home calling area of Austin, San Antonio, Victoria, Corpus Christi, Laredo, and Fredericksburg, Texas. All long distance charges apply to calls originating in the home calling area of Austin, San Antonio, Victoria, Corpus Christi, Laredo, and Fredericksburg, Texas, and terminating in the home calling area of Austin, San Antonio, Victoria, Corpus Christi, Laredo, and Fredericksburg, Texas.

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**On July 1, 1995, consumers  
will discover how "equal" access  
will help them pay more for the  
services they used to get for free.**



# CTIA

## WHY WIRELESS "EQUAL" ACCESS?

- ANTI-COMPETITIVE
- ANTI-TECHNOLOGY
- ADMINISTRATIVE NIGHTMARE



U.S. SA

LATAS

BTAS

MTAS

